

CLAIM LISTING

Amendments to the claims are set forth below in conformance with the requirements of 37 C.F.R. § 1.173. For the convenience of the Office, all pending claims are included.

1-38. *Canceled.*

39. (Once amended) A method of polling comprising:

providing audio or video programming and an Internet address to a broadcaster, wherein the audio or video programming presents one or more questions, and wherein the Internet address is to be transmitted substantially simultaneously with the broadcast of the audio or video programming;

providing a website specified by the Internet address, wherein the website contains the questions presented in the audio or video programming, and wherein the website allows users to provide responses to the one or more questions;

connecting the website to computers of a plurality of users, wherein each user's computer initiates the connection in response to the transmitted Internet address automatically and without interaction by the user;

recording the responses of the plurality of users to the one or more questions on the website; and

providing the results of the recorded responses in relative synchronicity with the audio or video programming.

40. (Once amended) The method of claim 39 wherein the Internet address is transmitted separately from the audio or video programming.

41. (Once amended) The method of claim 39 wherein the broadcaster further broadcasts the recorded user responses to the questions in relative synchronicity with the audio or video programming.

42. (Once amended) A method of providing education comprising:

providing audio or video programming and an Internet address to a broadcaster,
wherein the Internet address is to be transmitted substantially simultaneously with
the audio or video programming;

providing a website specified by the Internet address, wherein the website contains
information corresponding to the audio or video programming;

connecting the website to computers of a plurality of users, wherein each user's
computer initiates the connection in response to the transmitted Internet address
automatically and without interaction by the user.

43. (Once amended) The method of claim 42 wherein the Internet address is
transmitted separately from the audio or video programming.

44. (Once amended) The method of claim 42 further comprising:

providing one or more questions on the website corresponding to the content of the
audio or video programming, wherein the website allows users to provide responses
to the one or more questions; and

recording the responses of the plurality of users to the one or more questions on the
website.

45. (Once amended) The method of claim 42 wherein the broadcast programming is
a television program.

46. (Once amended) A method of obtaining profiling data comprising:

providing audio or video programming and an Internet address to a broadcaster,
wherein the Internet address is to be transmitted substantially simultaneously with
the audio or video programming;

providing a website specified by the Internet address, wherein the website presents
one or more questions and allows users to provide responses to the one or more
questions;

connecting the website to computers of a plurality of users, wherein each user's
computer initiates the connection in response to the transmitted Internet address
automatically and without interaction by the user;

recording the responses of the plurality of users to the one or more questions on the
website; and

summarizing the responses to obtain a profile of the users.

47. (Once amended) The method of claim 46 wherein the Internet address is
transmitted separately from the audio or video programming.

48. (Once amended) The method of claim 46 wherein the broadcast programming is
a television program.